Funding Opportunity Title:	Ukraine: Keeping Independent Media Operational during the Wartime
Funding Opportunity Number:	PAS-Ukraine-2022-08
Deadline for Applications:	June 19, 2022, 11:59pm GMT+2
CFDA Number:	19.900
Total Amount Available:	$3,000,000

Public Affairs Section of the U.S. Embassy
4, Igor Sikorsky St., Kyiv 04112
Tel.: (044) 521 57 66; 521 51 49
Fax: (044) 521 51 55
KyivMDF@state.gov

SUMMARY:

The U.S. Embassy in Kyiv announces a call for grant proposals for Ukrainian media outlets and media organizations that will sustain their operation in the situation of ceasing advertising revenue, audience decline and logistics' turbulence caused by Russian invasion. The contest also aims to provide local audiences with accurate reporting and information that will help Ukrainian citizens to stay alive, organize as communities and unite to rebuild their hometowns and businesses. The U.S. Embassy is welcoming proposals from all regions of Ukraine. However, the priority will be given to media outlets remaining in or relocated from regions previously besieged by Russian troops, or in temporary occupation. Funded projects will cover, but will not be limited to the following areas:

- **Operational support to regional media** outlets on the ground and relocated ones. The funding intends to help media outlets to resume their operation during the wartime both in their hometowns and relocation venues through purchasing safety gear, professional equipment, renting office space, hiring additional staff and revising management models.
- **Improving journalists' professional standards.** This component may include war journalism training, personal and digital safety courses, learning to utilize different formats, participation in mentorship programs, and support for journalists working in the "war zone".
- **Supporting content production**, tailored to needs of audience at times of war. MDF will support both traditional and online TV and radio programs, social media content, online

1

publications, as well as content for different messengers, like VIBER, Telegram, Instagram and others. The content should provide balanced and objective coverage of events nation-wide and in the war zone and deliver useful information to local citizens and IDPs that will help them to survive, get necessary support from the government, relocate if necessary, and restore or build their communities.

- **Creation of media hubs and platforms** that provide journalists with professional equipment, workspace, internet connection, learning opportunities and cloud hosting. Projects could also focus on helping media to unite efforts in content production and encourage them to use creative solutions in reaching out to audiences.
- **Promoting cooperation with local communities and local businesses** in order to highlight the life of all categories of IDPs, including journalists, relocated businesses, volunteers' movements, veterans' support and others.

A. PROGRAM DESCRIPTION

This project has two main goals:

1. **Provide survival tools to Ukrainian media outlets and media organizations during wartime** through various operational support, professional training, cooperation with local communities and creation of media hubs that will enable journalists to work remotely.

2. **Support content creation and accurate reporting** that will help Ukrainians to get vital information for their living and update them on the situation in their hometowns and on the front line.

Project proposals may include sub-grants for smaller regional media that should not exceed 70 percent of the total project budget. Organizations that propose sub-granting should demonstrate strong capacity (human resources and technical) that would make this project component effective. The U.S. Embassy is also welcoming larger partnership projects that unite several regional media.

B. FEDERAL AWARD INFORMATION

Length of performance period: 12 months
Number of awards anticipated: pending availability of funds
Award amounts: awards may range from a minimum of $50,000 to a maximum of $300,000
Total available funding: $3,000,000
Type of Funding: FY22 Foreign Assistance Funds
Anticipated program start date: August 20, 2022

This notice is subject to availability of funding.

Funding Instrument Type: Grant

Program Performance Period: Proposed programs should be completed in 12 months or less.

ELIGILIBITY INFORMATION

Eligible Applicants

- Ukrainian independent media organizations and media outlets.

Cost Sharing or Matching

- Cost sharing is not required.

Other Eligibility Requirements

- Eligible organizations and their members may not represent any political party or serve as appointed or elected public officials at the time of application or for the duration of the grant. Non-governmental organizations, which belong to and/or are financially supported by any political party, are not eligible to apply.

- Eligible organizations may not make any expenditures with their own funds on behalf of candidates, political parties, party coalitions, or their representatives.

- Grant money cannot contribute to any political campaigns or offset the expense of contributing to any political campaign.

- Eligible organizations may not publish or communicate anything that explicitly favors or opposes any political candidate, political party, or party coalition.

- Application to or receipt of funds from this competition does not disqualify any organization from competing for other U.S. government funds.

In order to be eligible to receive an award, all organizations must have a valid registration on www.SAM.gov.

APPLICATION AND SUBMISSION INFORMATION

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Submission Requirements

Applications are due no later than Monday, June 20 (11:59 p.m, Kyiv time)

All application materials must be submitted by email to KyivMDF@state.gov.

Content of Application

Please ensure:
- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered

The following documents are **<u>required</u>**:

1. Mandatory application forms
- **SF-424** *(Application for Federal Assistance – organizations)*
- **SF424A** *(Budget Information for Non-Construction programs)*
- See https://ua.usembassy.gov/uk/education-culture-uk/media-development-fund-eng/ for more information regarding the process to obtain required registrations.

3. **Proposal (5 pages maximum):** MDF has a suggested application form available at: https://ua.usembassy.gov/wp-content/uploads/sites/151/mdf-en2021-1.pdf. You may use your own proposal format, but it must include all the items below. The proposal should contain sufficient information that anyone not familiar with the topic would understand exactly what the applicant wants to do.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization**: A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies. This should include information about the organization's total potential audience reach via online, print, television and social media activities.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The "goals" describe what the program is intended to achieve. The "objectives" refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities**: Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design**: A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.

- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:
- 1-page CV or resume of key personnel who are proposed for the program
- Organization registration documents
- System for Award Management (SAM.gov)

Required Registrations:
Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management (SAM)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying to receive Federal assistance must have a CCR (NCAGE) number, and an active account with the System for Award Management (SAM.gov) **before an award can be made**.

Step 1: Apply for a NCAGE number (these can be completed simultaneously)

NCAGE application. Application page here:
https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx
Instructions for the NCAGE application process:
https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf

For NCAGE help from within the U.S., call 1-888-227-2423
For NCAGE help from outside the U.S., call 1-269-961-7766
Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: https://www.sam.gov. SAM registration must be renewed annually.

Be aware that SAM registration is free of charge!
You may start getting emails from commercial companies offering to process or extend registration for you at extra fee. It is in your organization's discretion to choose the way of processing these registrations. U.S. Government does not commit to reimburse you these costs.

APPLICATION REVIEW INFORMATION

Each application will be evaluated and rated based on the evaluation criteria outlined below.

Quality and Feasibility of the Program Idea: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives: Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results.

Budget: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and Evaluation Plan: Applicant demonstrates ability to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.

A Grants Review Committee will evaluate all eligible applications.

FEDERAL AWARD ADMINISTRATION INFORMATION

Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, applicants should review all terms and conditions and required certifications that will apply to this award to ensure they will be able to comply. These include:
2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at:
https://www.statebuy.state.gov/fa/pages/home.aspx
Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

Applicants should be aware of the post award reporting requirements reflected in 2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters.

OTHER INFORMATION

Guidelines for Budget Justification
Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least $5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than $5,000 per unit, then put it in the budget under Equipment.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All "Other" or "Miscellaneous" expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

"Cost Sharing" refers to contributions from the organization or other entities other than the U.S. Embassy.   It also includes in-kind contributions such as volunteers' time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.